



*Public Engagement Policy  
and Plan*

*Request for Qualifications*

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RFQ Bidders' Conference

# Agenda

- 10:00 – 10:05 Introduction
- 10:05 – 10:15 RFQ Overview
- 10:15 – 11:00 Questions and Answers
- 11:00 Adjourn



# Project Purpose and Description

Develop agency wide policy and plan for Board of Directors consideration\*

- Ensure consistency across programs
- Comprehensive set of strategies for communicating with stakeholders
- Address range of Air District programs



# Project Purpose and Description

## Aims of Project\*

- Enable District to include residents and stakeholders public engagement processes
- Provide District guidance to incorporate diverse people, voices, ideas and information
- Help District anticipate stakeholder concerns early in processes
- Help District establish open and transparent process public can access and engage in
- Promote culture of participation



# Project Purpose and Description

## Areas of Consultant Expertise\*

- Experience developing Public Engagement Policies and Plans
- Understanding of Bay Area demographics
- Experience developing four-factor analyses
- Experience working with diverse stakeholders
- Experience facilitating stakeholder working groups



# Schedule and Budget

- **Schedule**

**March 2011 – October 2011**

- **Project time frame**

**March 2011**

- **Contract Executed**
- **Consultant and Contract Amount Recommendation to Board of Directors**

**February 14 – 18, 2011**

- **Interviews**

**January 21, 2011**

- **SOQ Submission deadline**

**January 14, 2011**

- **Inquiry submission deadline**

- **Maximum project budget \$200,000**



# Form of Statement of Qualifications

- Transmittal Letter and Title Page
- Qualifications and Experience
- Similar Projects
- Air District Contracts
- Work Sample
- Hourly Rates
- Environmental Stewardship
- Statement regarding minority-owned, women-owned, small businesses



# Evaluation

- Minimum qualifications
  - Three projects within last five years
- Evaluation
  - Firm and staff experience
  - Qualifications of lead staff
  - Communication effectiveness
  - Hourly rates
  - Completeness and clarity of SOQ
  - Quality assurance



# Summary of Anticipated Work

- Gathering and consideration of stakeholder input
- Facilitation of stakeholder working group
- Four factor analysis
- Tool and strategy development
- Drafting and presenting document



# Questions and Answers

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# Questions and Answers

The RFQ involves the preparation of a Public Engagement Plan. Does the BAAQMD intend to implement the plan, or will BAAQMD also seek assistance in implementing the outreach for engaging stakeholders?

*Air District staff anticipates that staff will be responsible for implementation of the Plan. An anticipated list of work the successful bidder is expected to undertake while under contract for this project is included in Appendix A of the RFQ. While staff is open to considering strategies that may require outside support for implementation, at this point, the Air District cannot commit financial resources for additional services such as implementation.*



# Questions and Answers

Section II.G Hourly rates – mentions a “profit allowance”, but does not indicate what the allowance is. Can you please clarify the intent of this section?

*The Air District does not have a pre-set profit allowance.*



# Questions and Answers

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